

University Hill Resident Commercial District Survey

March 2015

Hill Reinvestment Strategy

City of Boulder

Downtown University Hill Management/Parking Services

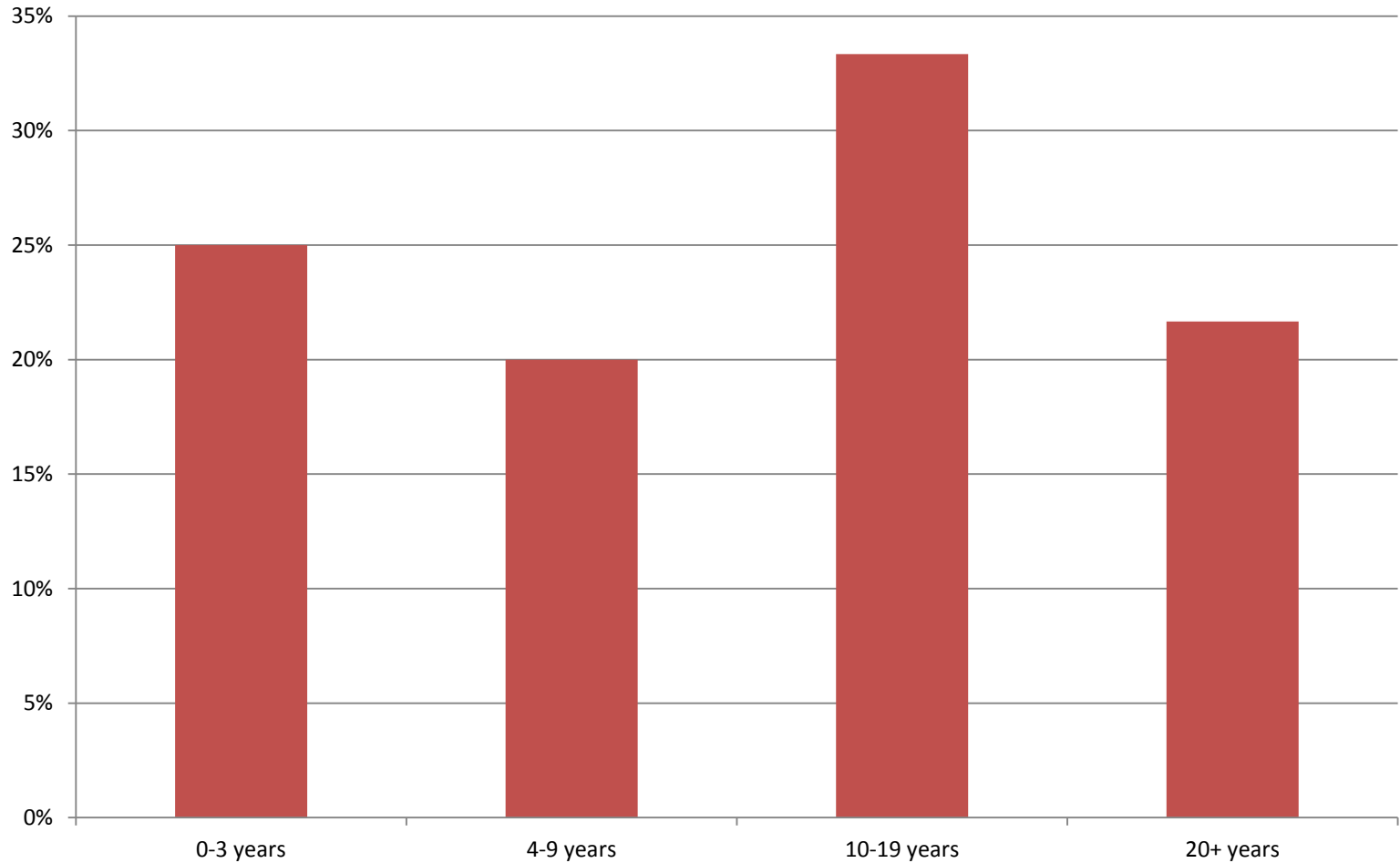
Overview

- City Council 2014-15 goal to diversify the businesses in the Hill Commercial Area (HCA) to achieve year-round vitality
- University Hill Commercial Area Commission (UHCAMC) 2015 priority to engage year-round residents of the Hill in HCA reinvestment
- Survey sent out mid-March 2015 to year-round residents asked: what types of businesses or other improvements would encourage more frequent visits to the HCA?

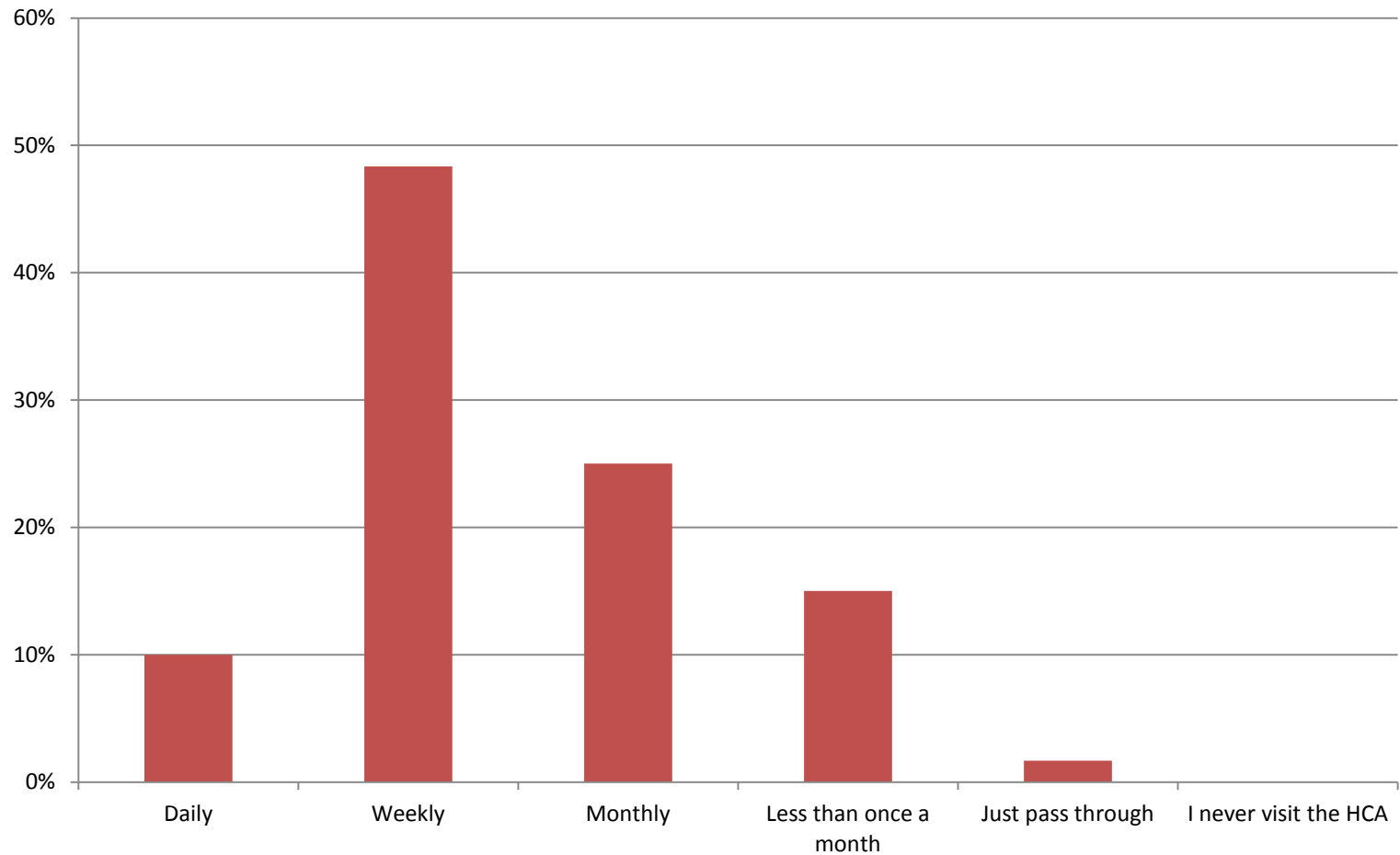
Survey Responses

- Survey posted to the University Hill Neighborhood Association listserv March 17
- Reminder sent out March 24
- 60 responses received by March 29 end date
- Respondents tended to live within a 10-minute walk of the HCA; typically visited once a week (more frequently in the summer); and came on foot.

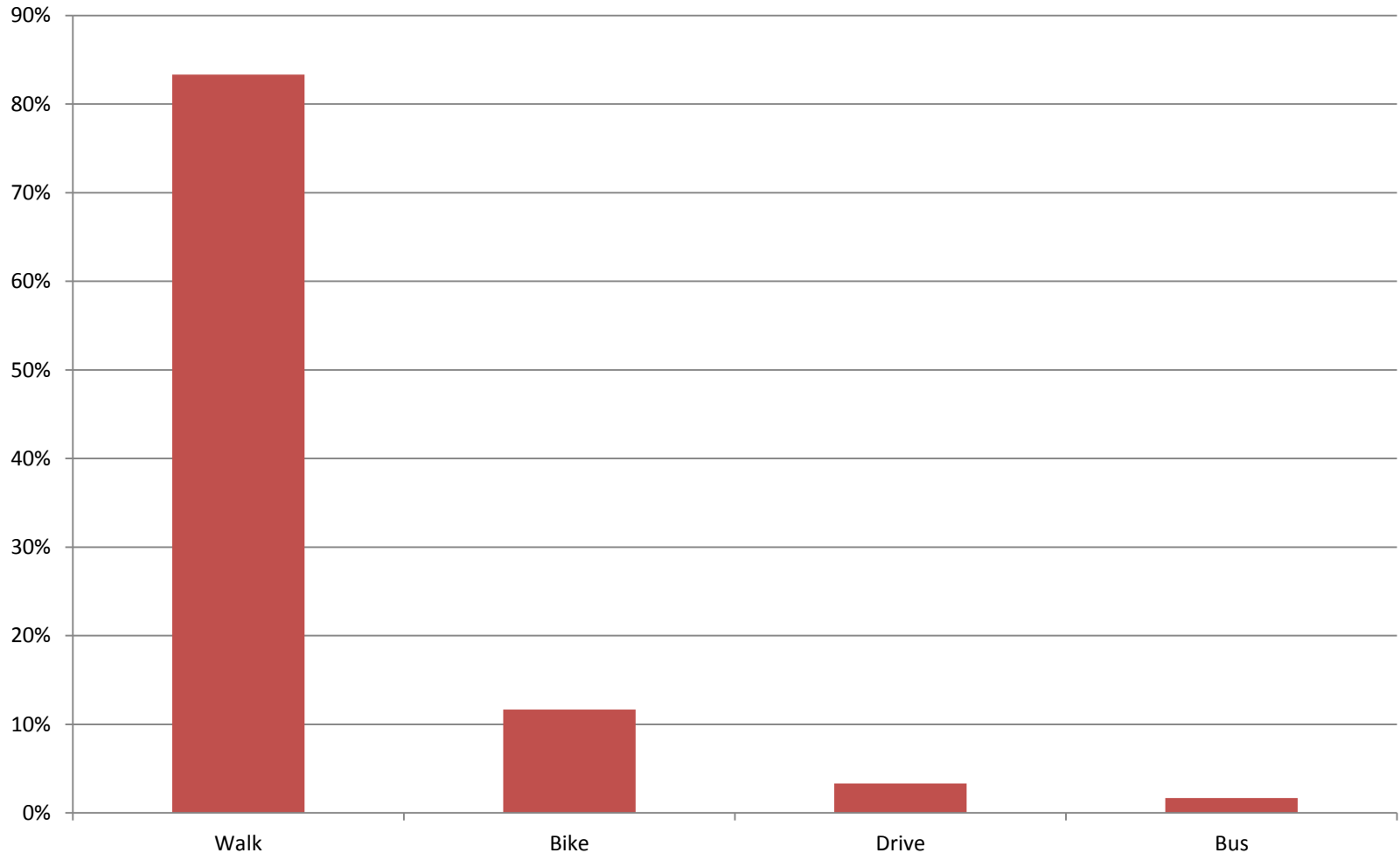
How long have you lived on the Hill?



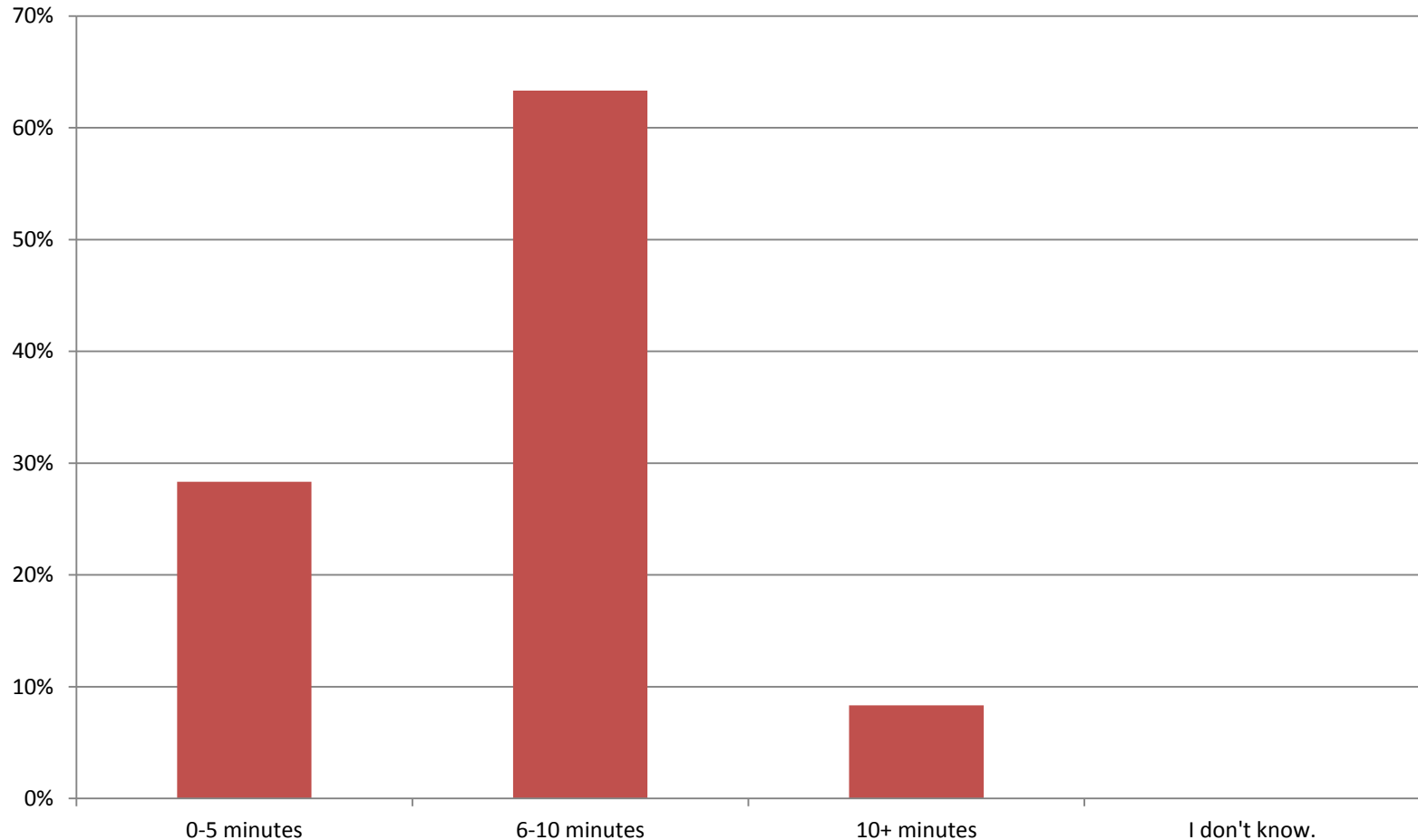
How often do you visit the Hill Commercial Area?



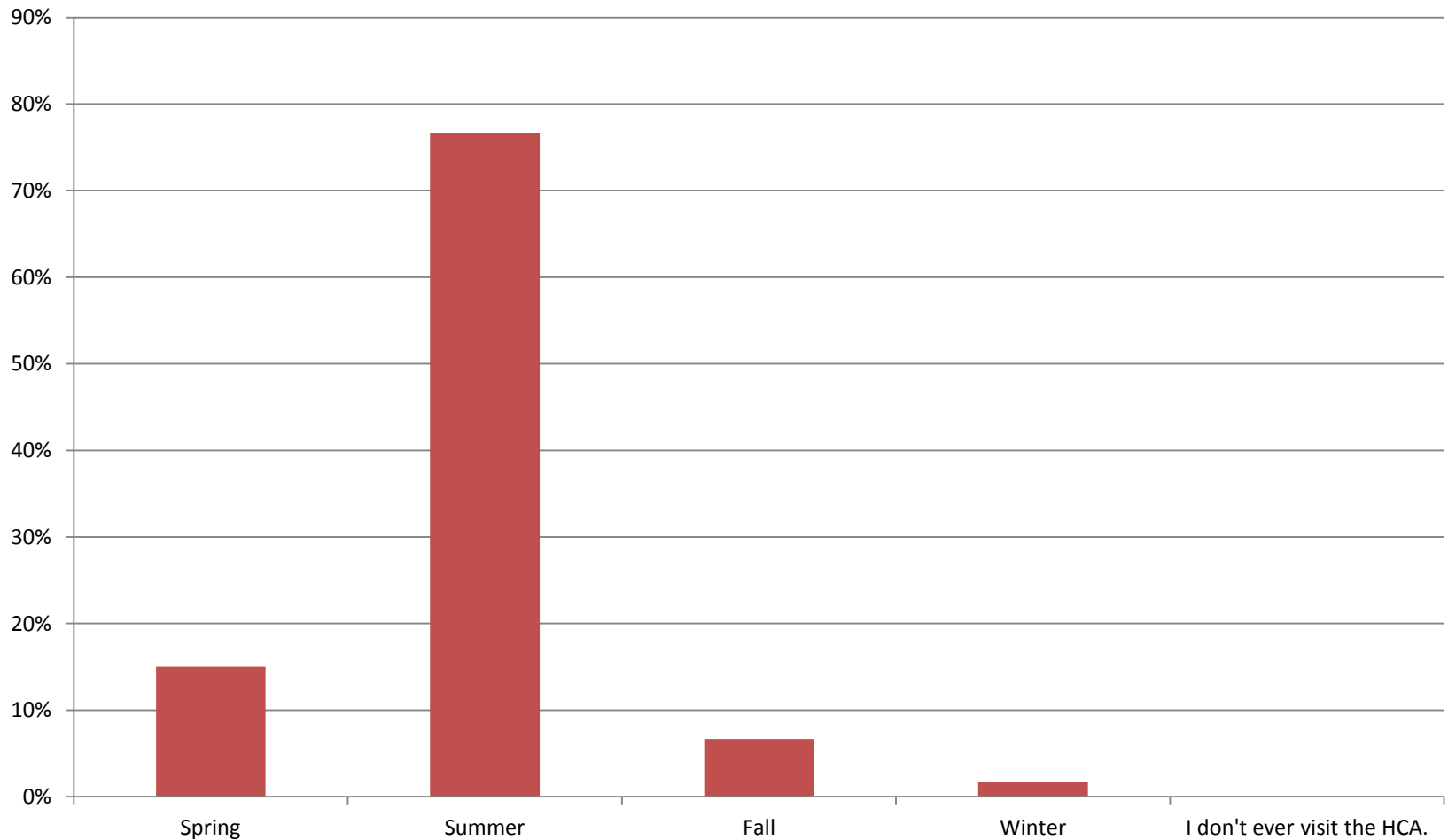
How do you typically get to the HCA?



How long would it take you to walk to the HCA from your home?



Is there a season you visit the HCA more frequently?



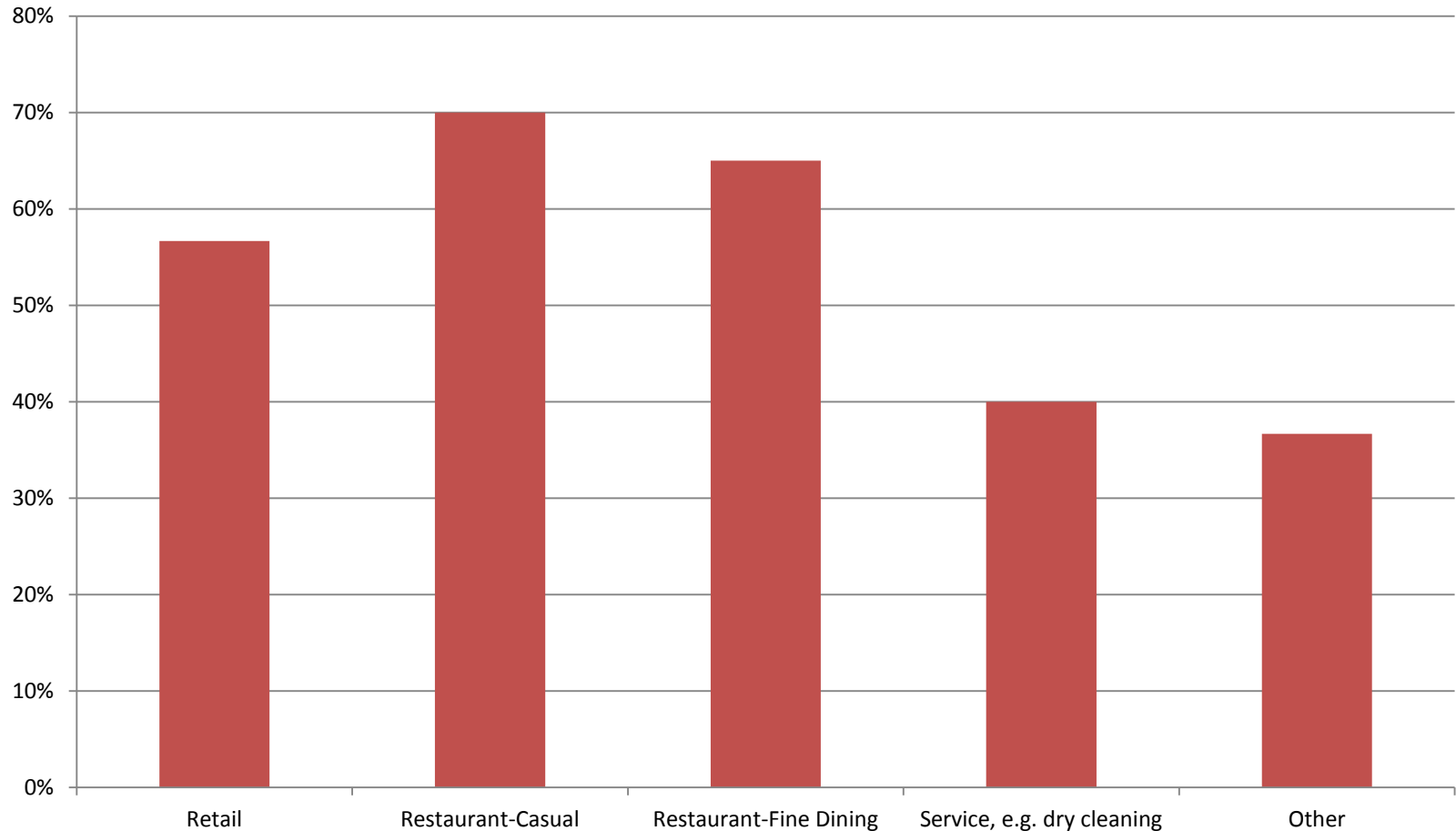
Which businesses in the HCA do you patronize most frequently?

- Top five specific businesses: Café Aion, Innisfree Poetry Bookstore, The Corner, Illegal Pete's and Starbucks.
- Top five types of businesses: fast-casual restaurant; service business (doctor, salon, bank, etc.); retail; sit-down restaurant; coffee shop.
- Only 45 businesses named out of the 92 total businesses in the HCA.

If you do not currently patronize HCA businesses, why not?

- “Not enough nice/healthy restaurants”
- “Current businesses do not meet my needs”
- “Not enough retail”
- “Too college-y; not my scene”
- “Too grubby; too many transients”
- “Not a good environment for kids; not welcoming to families.”
- “I don’t like the tattoo/head shops”

What types of businesses would bring you to the HCA more frequently?



Are there specific businesses that would bring you more often to the HCA?

- Top specific businesses named:
 1. Mountain Sun or Oskar Blues brewpub;
 2. Alfalfa's, Whole Foods or Ideal grocery with deli;
 3. Pharmaca drugstore/post office;
 4. Glacier or other ice cream store;
 5. Moe's Bagels or other bakery;
- Others named: Boulder Arts & Crafts Coop, Chipotle, KT's BBQ, Mike's Camera, Murphy's, Snarfburger, Sports Recycler, The Med, Wells Fargo.

Other than new businesses, what would encourage more visits to the HCA?

1. “More music festivals/daytime summer concerts with blues, jazz or reggae”
2. “Open space/community gathering space”
3. “A cleaner environment/better maintained buildings”
4. “A pedestrianized 13th street, more like a European plaza with outdoor cafes”
5. “Parking garage”
6. “Arts festivals or an art walk”

Next Steps

- Summary of responses will be forwarded to UHCAMC for their discussion on April 15th
- Will be included in the packet for the May 26th Hill Reinvestment Study Session with Council
- Will be sent to HCA property owners to inform their tenant attraction efforts
- Will inform the City's goals for the 'catalyst' redevelopment sites at 14th/College and 12th/Pleasant